

CEO E-Briefing

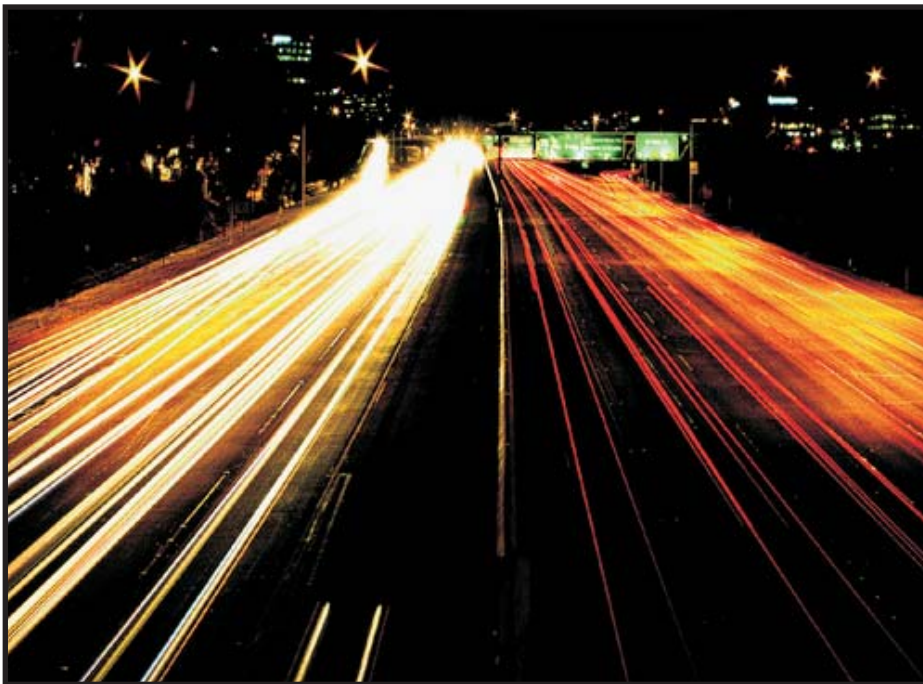
A weekly report to City Council and the community



May 4, 2012

No. 31

CEO's Message



Council to hear options for possible 405 Freeway expansion

At Tuesday afternoon's City Council Study Session, the Orange County Transportation Authority (OCTA) will present four options for the future of the 405 Freeway through Costa Mesa.

The first option would keep the freeway as is. The second alternative would add a single general purpose lane in each direction from Euclid Street to the 605 interchange. Alternative No. 3 would add two general purpose lanes in each direction from Euclid Street to the 605 interchange. And the final alternative would add one toll lane to the existing carpool lane from the 405/Garden Grove Freeway interchange to the 405/73 interchange and adds a single general purpose lane in each direction from Euclid Street to the 605 interchange.

Some of the scenarios would have major impacts on Costa Mesa (such as rebuilding the bridges spanning the freeway) and the neighborhoods near the 405 Freeway. The City will continue to keep the community apprised of the process and make sure our residents' voices are heard.

Tom Hatch, chief executive officer, City of Costa Mesa



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Comments or suggestions, please contact
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City of Costa Mesa



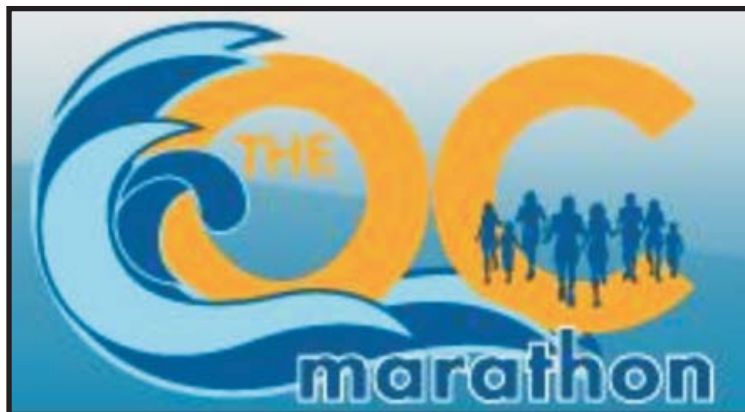
Costa Mesa City Hall

Community Calendar

FRIDAY May 4: Orange County restaurants will converge for the Inaugural "OC Tastefest" at the OC Fair and Event Center. Advance online tickets are \$12, and tickets at the gate \$20. Event will take place Friday from 5 to 11 p.m.; Saturday from 1 to 10 p.m.; and Sunday during the OC Marathon.

SATURDAY May 5: The SoCo Farmers Market will be held from 9 a.m. to 1 p.m. at the SoCo Collection shopping center at 3315 Hyland Ave.

The OC Marathon, Half-Marathon and 5K will begin at 5:30 a.m. at Newport Beach's Fashion Island and finish at the OC Fair and Event Center. The marathon route will take runners through various sections of Costa Mesa, including the South Coast Metro area and Mesa Verde neighborhoods. Allow for some extra time if you are driving Sunday morning, and be sure to check out the race course before you leave to avoid long delays.



TUESDAY May 8: City Council Study Session on the 2012-2013 fiscal year budget begins at 4:30 p.m. An agenda can be found [here](#) when available.

WEDNESDAY May 9: Fair Housing Foundation Landlord Workshop will take place from 3 to 5 p.m. at the Neighborhood Community Center, 1845 Park Ave. and will cover fair housing laws, rental application process, managing rental property, eviction process, foreclosure information, and occupancy standards. Call (800) 446-3247, ext. 1104 to RSVP.

THURSDAY May 10: At 5:30 p.m. the Historic Preservation Committee will conduct its monthly meeting, and at 6:45 p.m. Cultural Arts Committee will meet at City Hall's conference room 1A.

SATURDAY May 12: The SoCo Farmers Market will be held from 9 a.m. to 1 p.m. at the SoCo Collection shopping center at 3315 Hyland Ave.

At 7 p.m. Costa Mesa Speedway "Season Opener" starts at OC Fair & Event Center. Tickets are \$15. More information can be found [here](#).

For a complete list of community events, click [here](#).



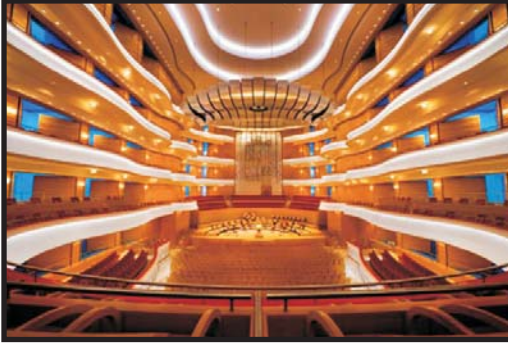
SECRET SPOT

Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: Take an educated guess.

To get the whole picture, see page [6](#).

CEO's Office (Continued)



John Wayne Airport highlights Segerstrom Center for the Arts

A full-color exhibition of imagery and information highlighting Segerstrom Center for the Arts is on display at John Wayne Airport through July.

The display can be viewed in the "Orange County: *Destination Arts & Culture*" exhibition space along the pedestrian walkway connecting the Terminal B and C ticketing lobbies and is open to the general public, passengers and visitors to the airport.

"John Wayne Airport is pleased to feature this eye-catching display in our new exhibition space," said Airport Director Alan Murphy. "We offer our sincere congratulations to Segerstrom Center for 25 years of artistic excellence and our thanks for providing Orange County residents and visitors with world-class performances and programs."

View more images of current art exhibit [here](#).

For more information about JWA's art program, visit www.ocair.com. For more information about Segerstrom Center for the Arts, visit: www.scfta.org.



Four Study Sessions on budget planned in May

Four City Council Study Sessions have been scheduled for May to provide information on the proposed 2012-23 fiscal year budget. The dates and topics include:

- On May 8, an introduction/overview to the 2012-13 budget will be given.
- On May 17 and May 24, the study sessions will concentrate on infrastructure needs and potential funding sources.
- And on May 29, the City staff will present to the council and community the impact of closing the Redevelopment Agency on the 2012-13 budget, among other items.



12 motels: 2,004 calls for service in 2011

The Neighborhood Improvement Task Force has compiled a list of the top 12 motels when it comes to police, fire and code enforcement calls and compared the numbers to those generated by hotels in the South Coast Metro area.

Calls for service (CFS) for top 12 problematic motels for calendar year 2011

Address	Hotel Name	Rooms	CFS Police	CFS Fire	Code Cases
2154 Newport	Tem Inn	13	48	5	4
1967 Newport	Sandpiper Motel	55	85	19	2
2205 Harbor	New Harbor Inn	33	142	36	1
2277 Harbor	CHM Motor Inn	236	503	115	2
2026 Harbor	Harbor Bay Inn	48	136	39	3
1441 Gisler	Motel 6	94	248	22	1
3205 Harbor	Vagabond Inn	126	128	14	1
3597 Harbor	Ana Mesa Inn	52	57	10	2
2656 Newport	Star Inn	33	36	6	1
2544 Newport	Regency Inn	54	131	20	2
2250 Newport	Albaba Hotel	50	78	7	1
1515 S. Coast Dr.	La Quinta Inn	159	85	12	0
Totals		953	1677	307	20

Development Services



More than 100 volunteers help their Costa Mesa neighbors

More than 100 volunteers turned out last month to participate in the 38th Bi-Annual Neighbors for Neighbors event by painting five single-family homes for low-income families. City staff and community organizations prepared the homes for painting.

The Housing and Community Development Office is grateful to the following participants: the Public Works Department staff, Nancy Clark and Associates, Palm Harvest Church, Christ Lutheran Church, the Irvine Company, Starbucks, Assemblyman Allan Mansoor, Sam Clark and other individual volunteers.

Eight 40-yard dumpsters were also placed in various neighborhoods throughout target areas. Many thanks to the following donors for their contributions: Vista Paint, Griswold Industries, C.J. Segerstrom & Sons, South Coast Plaza, Arnel Commercial Properties, Costa Mesa Newport Rifle Association, Ralphs, Ware Disposal, Ganahl Lumber, Scott Fazekas and Associates Inc., Barr & Clark, Mesa Verde Plaza, Stradling, Yocca Carlson & Rauth, Nancy Clark, Nestle Water North America Inc., Sheppard Mullin Richter & Hampton LLP, UPS Store #3956, See's Candy Shops Inc., South Coast Repertory, Oh Those Donuts, Connell Chevrolet, Angels Baseball, Dodgers Baseball, Ducote & Associates, Native Foods, Mother's Market, Shirley's Bagels, Maggiano's Little Italy, Costco, Ruth Helenic, and In-N-Out Burgers.

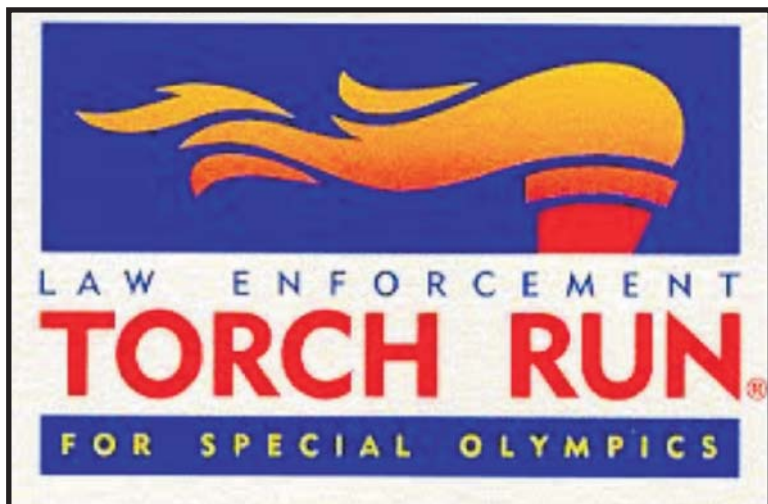
Peter Naghavi named Economic and Development Services Director/Deputy CEO

Peter Naghavi, the city's Economic Development Director/Deputy Chief Executive Officer, will also oversee Development Services beginning Monday, May 7. Naghavi's new title will be Economic and Development Services Director/Deputy CEO. Khanh Nguyen, who served as interim Development Services Director for the past year, had recently requested to serve again as the City's Building Official. By eliminating the Development Services Director position, the city will save more than \$225,000 annually. Naghavi, who will receive no additional salary, will concentrate on several key initiatives, including:

- Increased focus on economic development;
- Internal recruitment for assistant Development Services director;
- Updating the City's General Plan;
- Overseeing several large development projects in the works;
- Planning for the significant financial impact to the City due to state raids on redevelopment funding; and
- Overseeing stepped up Code Enforcement and appropriately regulating drug and alcohol rehab facilities.



Police



Wanted: Runners to participate in Special Olympics Torch Run

This year's Special Olympics Torch Run will pass through Costa Mesa on Thursday, May 31. The event will include runners from Costa Mesa's Police and Fire departments as well as City Hall employees. Costa Mesa's team is looking for runners to participate in the run. The run will be 5.1 miles in length with runners kicking off at approximately 10:30 a.m. and concluding at noon. This route will pass by City Hall to be cheered on by your fellow employees. Please contact Sgt. Phil Myers at (949) 939-2542 by Friday, May 4, if you are interested in participating and to provide him with your T-shirt size.



Employee of the Month: Officer Kha Bao

Police Officer Kha Bao has been selected Costa Mesa's Employee of the Month for his record-setting number of arrests of alleged drunk drivers. In 2011 alone, Bao arrested 432 drivers suspected of driving under the influence. You can watch a moving video about Bao and his work on the [city's Facebook page](#).



87 pounds of drugs dropped off at police HQ

Last Saturday, about 30 Costa Mesa residents dropped off nearly 90 pounds of unused or expired prescription drugs as part of the City's second Take Back program.

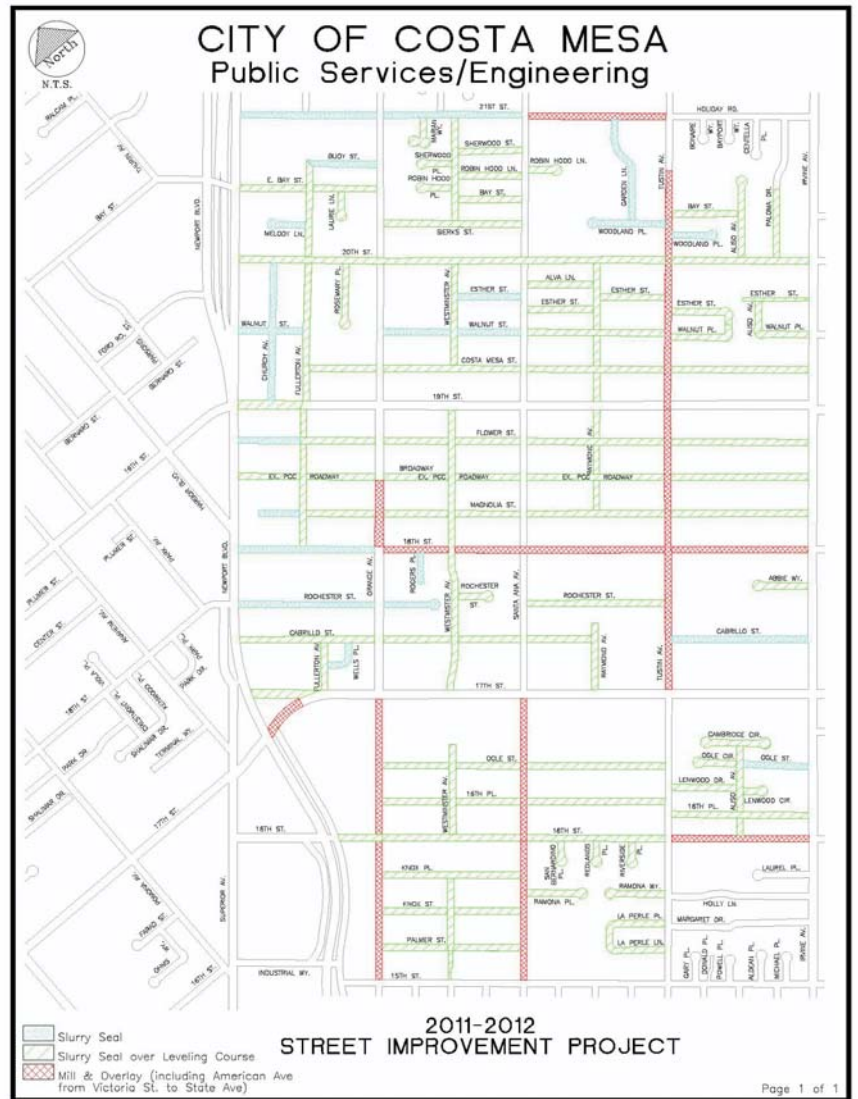
Public Services

Major street rehab project planned for Eastside

The City's Public Services Department has completed the construction documents for a major rehabilitation project in the Eastside neighborhoods bounded by East 15th Street to the south, East 21st Street to the north, Irvine Avenue to the east and Newport Boulevard to the west.

The project includes the rehabilitation of pavements, removal and reconstruction of damaged curb and gutters, sidewalks, driveways and cross gutters. The work also includes removal of existing asphalt sidewalks and driveways and replacing them with concrete sidewalks and driveways. The construction cost is estimated at \$6.3 million. The project is funded from gas taxes and Measure M revenues.

The City will be hosting an open house neighborhood meeting on the project, which will be held at 6 p.m. Wednesday, May 9, at Kaiser Elementary School, 2130 Santa Ana Ave. If you need additional information please contact Fariba Fazeli at (714) 754-5378.



SECRET SPOTTED

Answer: Vanguard University is a comprehensive Christian university of liberal arts and professional studies. The *U.S. News & World Report* has ranked Vanguard among the best baccalaureate colleges in the west in their 2011-2012 rankings of colleges, and universities and the Princeton Review named Vanguard a 2011-2012 "Best in the West" college.

FINAL WORDS

Management guidelines for promoting accountability

By Michael Josephson

Complete, reliable information is essential to good decisions. It is prudent as well as respectful and responsible to encourage employees and associates to surface facts, discuss pressures, and challenge practices that might be inefficient, illegal, or unethical. Here are some guidelines to create a culture that supports open communication:



1. **Communication is a good thing.** Get yourself in a mindset where you can truly appreciate the benefit of open disclosure even though it is time-consuming and you know you will often hear things you disagree with. Hearing people out not only substantially increases the likelihood that you will acquire important information that will help you make better decisions, it is very important to the trust and morale of the employee and all the people he or she will talk to that you provide an outlet for the expression of strongly held opinions or concerns. If you begin to think that such discussions are distracting you from your real work, remind yourself that this *is* your real work – the management of people and conflicts.
2. **Take it seriously; handle it carefully.** Although the primary goal of encouraging full communication is a positive one – to get important information and reinforce the idea throughout the organization that you want people to be open, candid, and accountable – it is also important to reduce the likelihood of potential negative consequences. If the employee is or becomes passionately disgruntled, the organization may be injured by morale-damaging gossip, future confrontations, divisive alliances, resignations, leaking to the press, whistleblowing to government agencies, and civil litigation. Generally, if you are truly respectful, honest, and accountable and try to do the right thing, these consequences can be avoided.
3. **Encourage communication by words and deeds.** Many managers delude themselves about their approachability. You may think you have an effective “open-door” policy and that everyone feels comfortable delivering bad news or challenging management decisions, but that’s almost certainly not true. In most organizations there is a widespread belief that managers “kill the messenger” of bad news. There may be one or two employees who eagerly tell you what’s on their mind but they aren’t typical, they don’t know everything, and their views aren’t necessarily representative. If you really want people to tell you what’s on their mind, you must not only say that frequently but you must prove it by the way you react when you are told something you don’t like.
4. **Establish ground rules.** It might help to have a written statement concerning effective and desirable ways to register complaints or challenge policies but, in some fashion, make it clear from the beginning that you want to hear the information and that you will seriously consider it. Nevertheless, you may or may not agree with the employee’s assessment of either what happened or what should be done. Indicate in a respectful way that sometimes people who come in with concerns and complaints do not have access to all the facts and ask the employee to have an open mind.
5. **Respect how hard this may be for the employee.** For most people, delivering negative information to their boss is a very difficult thing to do. Challenging a policy or practice is even harder. It’s likely the employee thought about the matter for a long time, discussed it with others, and even rehearsed what to say. Thus, both the issue and event (the discussion itself) are important to that person. Regardless of what you think about the merits of the matter, treat the problem and the person with utmost respect and express your appreciation for the decision to trust you and convey his or her thoughts openly. Give the employee your full attention. Be sure not to say or do anything (e.g., read mail or allow continuous interruptions) that can be construed as belittling either the person or the problem.
6. **Listen with an open mind.** Don’t be too quick to dismiss the information because the messenger doesn’t have all the facts, isn’t as smart as you, or is excessively self-righteous. Be careful not to interrupt just because you’ve heard it before or you think the comments are irrelevant or insubstantial. Remember, even paranoids have real enemies, and difficult-to-deal-with people can be right. Listen with respectful patience within reasonable time parameters.
7. **Avoid negative tone or body language.** Encourage full disclosure and discussion not only by words but actions. Your tone of voice and body language may be enough to invite or repress communication. If you react to bad news with frustration or anger, make it clear that your emotion is addressed at the situation, not the messenger.
8. **Don’t allow tirades, yelling, or verbal abuse.** Make clear at the first sign of inappropriate conduct that the discussion must be mutually respectful. Simple ground rules: no excessively raised voices, no name-calling, keep to the point, and be responsible when talking about the motives or character of others.
9. **Be honest and avoid ambiguity.** Being respectful doesn’t mean being dishonest. Don’t say or imply you agree if you don’t. Most people construe silence as agreement. You need not disagree openly with every point or state your reaction on every assertion, but try to be clear enough about how you are receiving the information to avoid ambiguities that can be the basis for later accusations of insincerity or bad faith.
10. **Don’t count on confidentiality or discretion.** In appropriate circumstances, you may ask the employee to be discreet about telling others, but be careful not to ask them to keep the matter a secret. Regardless of what you say to the employee or he or she says to you about confidentiality, consider it likely that your conversation will be discussed either immediately or if the employee becomes dissatisfied with the resolution. By the same token, be careful not to promise confidentiality if proper handling of the situation may require disclosure of the information or the source.
11. **Provide closure.** If you can, tell the employee at the end of the meeting what you will do. If you can’t, commit to a further communication that will bring closure to the matter (at least as far as you are concerned; the employee may choose to take the issue further). Be sure to keep that commitment. If you are not the last and final word on the matter, don’t force the employee to figure out the chain of command; tell him or her where to bring the issue if not satisfied with your resolution.
12. **Be careful about what you say and do after the meeting.** You may conclude the employee is a kook, has a malicious motive, or is otherwise not credible. That’s relevant to your own analysis, but be very careful of indicating these feelings to others. Bad information about a person has a way of getting back to them, and it is always discoverable in litigation. To prevent cynicism and avoid litigation, don’t do anything that could be reasonably construed as disapproval or retaliatory. Your behavior to the employee will be studied and interpreted minutely by the employee and all coworkers who know of the discussion.

Michael Josephson is founder of the Josephson Institute, whose goal is to increase ethical commitment, competence, and practice in all segments of society. You can subscribe to Michael Josephson’s free newsletters [here](#).